

**Draft**

**POSITION DESCRIPTION**  
**Assistant, Associate, or Full Professor,**  
**Consumer Economics and Food Marketing**

Department of Applied Economics  
College of Food, Agricultural and Natural Resource Sciences  
University of Minnesota

**TITLE AND LOCATION**

**Assistant, Associate, or Full Professor,**  
**Consumer Economics and Food Marketing**

Tenure-track, 9-month, 100% time, 50% Research and 50% Teaching appointment. Located in the Department of Applied Economics, St. Paul Campus, University of Minnesota.

**PROGRAM / UNIT DESCRIPTION**

The Department of Applied Economics offers highly ranked programs of study at the undergraduate, M.S., and Ph.D. levels. The department also has several centers that strengthen the academic programs and provide opportunities for students and faculty in community outreach. The Department has a distinguished faculty, many of whom have won University and national awards for outstanding teaching, outreach, and published research. The faculty work in a variety of fields broadly defined as Environmental and Resource Economics; Food Systems; Growth, Development and Trade; and Public Sector Economics. Please visit the Department website at <http://www.apec.umn.edu> for further information.

**DESCRIPTION:** This position includes responsibilities for teaching, research, and leadership related to Food Systems programs, specifically in the areas of the economics of consumer behavior and/or food and agricultural marketing. The successful candidate will be expected to:

- a) Develop a strong research program on issues such as: (i) economics of consumer behavior and marketing as it relates to food, nutrition and healthy lives, demand and consumption of food products, food safety and food defense; (ii) implications of globalized food markets and the changing structure of the food supply chain for food consumption patterns around the world; (iii) implications of communication and information technologies used in the food value chain for consumer welfare and food policy; (iv) marketing strategies including forward buying and hedging, branding, and retail tactics.
- b) Teach courses in the undergraduate and graduate program that might include food marketing, consumer behavior, behavioral economics, price analysis including time series analysis and/or core degree requirements. Develop classes that will fit into the overall teaching needs of the Department of Applied Economics and be consistent with his/her research program.
- c) Provide leadership for Food Systems programs by engaging interested parties inside and outside the University to inform and enhance the research and education activities in this field. This includes the opportunity to eventually direct The Food Industry Center, a Sloan Foundation Industries Study Center charged with research and outreach activities related to the food industry. <http://foodindustrycenter.umn.edu>

- d) Develop successful grant proposals and work with interdisciplinary research teams, drawing upon expertise in food science and nutrition, public health, biological sciences, resource and environmental sciences, business, policy studies, and other areas in the College of Food, Agriculture and Natural Resource Sciences and the University, to conduct research and deliver knowledge to a wide range of audiences.

e) **QUALIFICATIONS**

*Essential*

- Ph.D. in applied economics, agricultural economics, economics, or a closely related field.
- Strong record of scholarly research in the area of applied economics, consumer behavior, food policy and/or food economics.
- Demonstrated written and oral communication skills for professional and nonprofessional audiences.

*Desired*

- Peer reviewed publications
- Successful record of experience in research, teaching and leadership in academic programs and grant execution.
- Demonstrated expertise in the application of economic theories and quantitative methods in the analysis of consumer behavior, food policy, and/or food markets.
- Demonstrated success in working with multi-disciplinary research teams.
- Experience and demonstrated effectiveness in teaching and speaking to external audiences.
- Demonstrated experience in preparing successful grant proposals.
- Demonstrated experience in advising graduate students and/or post doctoral fellows.
- Experience in raising funds for program and student support in addition to research grants.
- Experience in working with external advisory boards from industry and/or community.

**SALARY AND BENEFITS**

Salary is competitive and commensurate with the professional experience and qualifications. Fringe benefits include employee health, dental, and faculty life/disability insurance, social security, faculty retirement and opportunities for professional development.